

IN THE SPECIFICATION:

Please amend the Specification as follows:

Please replace the paragraph beginning on page 2, line 21, with the following new paragraph:

-- Unfortunately, many subscribers sometimes find that home delivery, office delivery, and/or delivery to another location is not fully satisfactory or convenient. Subscribers may find that they may be away from home and/or the office and, therefore, not have the periodical, newspaper, magazine, and/or other good and/or service, available for ~~immediate~~ their immediate use or enjoyment. In other instances, the delivery of the periodical, newspaper, magazine, and/or other good and/or service, may be late, such as after the subscriber leaves the delivery destination. --.

Please replace the paragraph beginning on page 10, line 20, with the following new paragraph:

-- The apparatus and method of the present invention can also provide a centralized subscription processing and/or service and/or fulfillment apparatus or

system and/or a subscription processing and/or subscription fulfillment clearinghouse. The apparatus and method of the present invention can also provide notification to subscribers and/or other parties regarding subscription offers, changes and/or information regarding ~~and~~ an event, occurrence and/or happening regarding any of the subscriptions and/or any of the services described herein. --

Please replace the paragraph beginning on page 11, line 10, with the following new paragraph:

-- The present invention can be utilized in conjunction with subscriptions involving periodicals, magazines, newspapers ~~and/or~~ and/or any other informational and/or entertainment publications. --.

Please replace the paragraph beginning on page 18, line 15, with the following new paragraph:

-- It is still another object of the present invention to provide an apparatus and a method for providing and/or for fulfilling subscription services which facilitates an initiation of a subscription, ~~an~~ a renewal of a

subscription, an extension of a subscription, and/or the cancellation and/or termination of a subscription. --.

Please replace the paragraph beginning on page 28, line 14, with the following new paragraph:

-- In the preferred embodiment, each of the central subscription processing computer 10 and the central subscription fulfillment processing computer 20 are computers and/or computer systems and may be any suitable server computer, network computer, mainframe computer, mini-computer, personal computer, and/or any other computer and/or computer system which is suitable for performing the respective processing functions of the respective computers in a network environment. --.

Please replace the paragraph beginning on page 57, line 14, with the following new paragraph:

-- At step 102, the individual subscriber may also select the manner and/or mode by which he~~r~~, ~~she~~ she, or it, desires to effect subscription transactions. The individual subscriber may elect to effect transactions, such as picking up an issue of the periodical and accounting for

same by utilizing an access code or personal identification number (PIN) or code, by utilizing an account card having account and/or subscription information embedded in a magnetic strip or in an embedded microprocessor or micro-controller, by utilizing a credit card, a charge card, a debit card and/or any other device or entity for allowing the individual subscriber to effect a subscription transaction at the respective point-of-sale transaction device 40 and/or at the respective communication device 30. --

Please replace the paragraph beginning on page 58, line 6, with the following new paragraph:

-- At step 102, the individual subscriber can also enter and/or select any other information and/or instructions regarding the subscription, such as, for example, the number of issues desired, the length or duration of the subscription, the retail center and/or business where the individual subscriber desires or expects to pick-up and/or receive the issue or issues of the subscription periodical, and/or the retailer and/or business from which the individual subscriber desires and/or expects to receive delivery of the issue or issues of the subscription periodical. The number of issues, the length or duration of the subscription, and/or

the servicing and/or fulfillment services and/or conditions,
can be flexible and can be ~~changes~~ changed by the individual
subscriber at any time and from any point-of-sale transaction
device 40 and/or from any communication device 30 described
herein. --.